Last Received:

Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV. Advertiser () .OBAMA FOR AMERICA

OBAMA 60'S **Product**

Estimate# 1775

Buyer Maura Gilroy

Phone# Fax#

) GMMB Agency 3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E Flight Dates 09/15/2012 - 09/24/2012

Hiatus Weeks

95/101/1775

Salesperson Phone# Salesperson FAX#

Rep Firm

Sales Office (

Salesperson (

215-568-6540 215-568-1845

) PHILADELPHIA

) AMY MCCREARY

--- CONTRACT COMMENT ---

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
	1	 M-F	5A-6A	WAKE UP WITH THE WAGNERS	:60	\$650.00	09/17-09/21	2	1	2	\$1,300.00	
	2	M-F	6A-7A	WAKE UP WITH THE WAGNERS	:60	\$1,300.00	09/17-09/21	4	1	4	\$5,200.00	
	3	M-F	7A-9A	TODAY SHOW	:60	\$1,700.00	09/17-09/21	4	1	4	\$6,800.00	
	4	SA	6A-7A	NEWS 3 AT SUNRISE	:60	\$700.00	09/15-09/15	1	1	1	\$700.00	
	5	SA	7A-9A	SATURDAY TODAY	:60	\$1,250.00	09/15-09/15	1	1	1	\$1,250.00	
	6	SU	7A-8A	TODAY ON SUNDAY	:60	\$1,250.00	09/16-09/16	1	1	1	\$1,250.00	
	7	SU	930A-10A	CHRIS MATTHEWS SHOW	:60	\$1,000.00	09/16-09/16	0	0	0	\$0.00	
	8	M-F	9A-10A	TODAY SHOW II	:60	\$700.00	09/17-09/21	2	1	2	\$1,400.00	
	9	M-F	10A-11A	TODAY SHOW III	:60	\$650.00	09/17-09/21	2	1	2	\$1,300.00	
	10	M-F	11A-12P	RACHEL RAY	:60	\$650.00	09/17-09/21	3	1	3	\$1,950.00	
	11	M-F	1P-2P	DAYS OF OUR LIVES	:60	\$850.00	09/17-09/21	2	1	2	\$1,700.00	
	12	M-F	2P-3P	THE DOCTORS	:60	\$200.00	09/17-09/21	1	1	1	\$200.00	
	13	M-F	3P-4P	DR. PHIL	:60	\$900.00	09/17-09/21	3	1	3	\$2,700.00	
	14	M-F	4P-430P	FIRST NEWS 3 AT FOUR	:60	\$1,200.00	09/17-09/21	2	1	2	\$2,400.00	

 Rep Order#
 6852702
 Ver#
 7
 Mod#
 2
 Status
 Confirmed
 Traffic Order# 106601
 Printed:
 10/05/2012 3:55 PM
 2 of
 4

 EC'd
 Yes
 Yes
 Last Received:
 09/19/2012 12:39 PM

Showing Buylines: All Lines

Station Advert Produc Estima	iser :t	KSNV-TV LAS VEGAS, NV. ().OBAMA FOR AMERICA OBAMA 60'S 1775 Maura Gilroy		MERICA	Agency () GMMB 3050 K ST NW WASHINGTON, DC 20007 Agency C/P1/P2/E 95/101/1775					Rep Firm Sales Office () PHILADELPHIA Salesperson () AMY MCCREARY				
Buyer Phone# Fax#				Fligl	Flight Dates 09/15/2012 - 09/24/2012 Hiatus Weeks			Salesperson Phone# Salesperson FAX#		215-568-6540 215-568-1845				
LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart	
	15	M-F	430P-5P	NEWS 4 AT 430P		:60	\$1,400.00	09/17-09/21	2	1	2	\$2,800.00		
	16	M-F	5P-630P	EARLY NEWS		:60	\$2,000.00	09/17-09/21	4	1	4	\$8,000.00		
	17	SA	5P-630P	KSNV EARLY NEWS		:60	\$1,300.00	09/15-09/15	1	1	1	\$1,300.00		
	18	TU	10P-11P	PARENTHOOD		:60	\$6,400.00	09/18-09/18	1	1	1	\$6,400.00		
	19	W	10P-11P	ROCK CENTER- BRIAN WILLIA	AMS	:60	\$6,400.00	09/19-09/19	1	1	1	\$6,400.00		
	20	SU	530P-830P	SUN NT FB: DET @ S FRAN		:60	\$16,000.00	09/16-09/16	1	1	1	\$16,000.00		
	21	M-F	11P-1135P	NEWS 3 NIGHTSIDE		:60	\$2,200.00	09/17-09/21	3	1	3	\$6,600.00		
	22	SA	11P-1135P	NEWS 3 NIGHTSIDE		:60	\$2,200.00	09/15-09/15	1	1	1	\$2,200.00		
	23	SU	11P-1135P	NEWS 3 NIGHTSIDE		:60	\$2,200.00	09/16-09/16	1	1	1	\$2,200.00		
	24	M-F	1135P- 1235A	TONIGHT SHOW W/ JAY LENO		:60	\$850.00	09/17-09/21	4	1	4	\$3,400.00		
	25	M-F	1235A- 135A	LATE NIGHT W/JIMMY FALLO	N	:60	\$450.00	09/17-09/21	4	1	4	\$1,800.00		
	26	SA	1130P-1A	SATURDAY NIGHT LIVE		:60	\$1,500.00	09/15-09/15	1	1	1	\$1,500.00		
	27	SU	1135P-12A	SPORTS NIGHT IN LAS VEGA	S	:60	\$270.00	09/16-09/16	1	1	1	\$270.00		
	28	SU	12A-1A	LAW & ORDER		:60	\$90.00	09/16-09/16	1	1	1	\$90.00		
	29	SU Buylir	4P-515P ne Comment:	: FNIA		:60	\$4,800.00	09/23-09/23	1	1	1	\$4,800.00		

Rep Order# 6852702 **Mod**# 2 Status Confirmed Traffic Order# 106601 **Printed:** 10/05/2012 3:55 PM Ver# 3 of EC'd Yes Last Received: 09/19/2012 12:39 PM

Showing Buylines: All Lines

KSNV-TV LAS VEGAS, NV.) GMMB Rep Firm Station Agency Advertiser) .OBAMA FOR AMERICA 3050 K ST NW Sales Office () PHILADELPHIA WASHINGTON, DC 20007 **Product** OBAMA 60'S Salesperson () AMY MCCREARY Estimate# 1775 Agency C/P1/P2/E 95/101/1775 Maura Gilroy Flight Dates 09/15/2012 - 09/24/2012 Salesperson Phone# **Buver** 215-568-6540 Phone# **Hiatus Weeks** Salesperson FAX# 215-568-1845 Fax# LTSpots/Week # of Total Cost Ln Day Time Program Len Rate Dates Total Daypart Weeks Spots ____ 9P-10P 1 30 F :60 \$5,200.00 09/21-09/21 1 1 \$5,200.00 Buyline Comment: GRIMM 31 Μ 4P-430P :60 \$1,200.00 09/24-09/24 1 1 1 \$1,200.00

---REPORT TOTALS---

Report Totals: 57 / \$98,310.00

Buyline Comment: NEWS

---SALES MONTHLY TOTALS---

57 / \$98,310.00 Sep 12: Sales Totals: 57 / \$98,310.00 Station Totals: 57 / \$98,310.00 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$245,775 0 % 0 응 0 응 20% 40% CATV KBLR KINC KLAS KSNV 2% KTNV 20% KTUD 1% KVCW KVMY 2% KVVU 15%

XXXX 0 응

--- COMPETITIVE COMMENTS---

EST SHARES

Books NOV12 RA35+ Demos

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

Rep Order# 6852702 Ver# 7 **Mod**# 2 Status Confirmed Traffic Order# 106601 **Printed:** 10/05/2012 3:55 PM 4 of 4 EC'd Yes 09/19/2012 12:39 PM Last Received:

Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV. Advertiser () .OBAMA FOR AMERICA

OBAMA 60'S **Product**

Estimate# 1775

Buyer Maura Gilroy

Phone# Fax#

CASH IN ADVANCE

) GMMB Agency

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E 95/101/1775

Flight Dates 09/15/2012 - 09/24/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845